

EDUCATION

University of Colorado Boulder - College of Arts and Sciences

Summer 2024

Bachelor of Arts in Economics

Minor in Sports Media

Certificate in Business of Sports - Selected as one of 50 students for a highly competitive program focused on developing business skills for the sports industry. Conducted research and developed recommendations on leveraging social media to boost ticket sales for a Major League Baseball team.

Cumulative GPA: 3.5

EXPERIENCE

University of Colorado Athletics, Boulder, Colorado

June 2023-August 2024

Digital Content Intern

- Edited and quickly turned around photos for in-game graphics, including score and quarter updates, for women's volleyball, soccer, and lacrosse; additionally assisted in in-game photography.
- Produced innovative and original multimedia content for social media, marketing and operations, game day events, and internal department use resulting in 500,000+ interactions online.
- Worked closely with athletes and coaches to develop engaging and informative content for media days and extracurricular events, effectively promoting initiatives, increasing brand visibility, and enhancing fan engagement.

CU Division of Student Affairs Communications, Boulder, Colorado

September 2022-May 2024

Student Photo and Video Assistant

- Led as the student host for the university's student life page, conducting entertaining question-and-answer sessions with students, which resulted in creative and popular Instagram reels.
- Captured and edited high-quality photos and videos at over 120 university events, consistently producing engaging visual content for multiple social media platforms to boost online presence.
- Collaborated with a creative team to brainstorm and implement innovative student involvement ideas, such as exciting giveaways and interactive campaigns, resulting in over 33,000 likes and 137,000 views, significantly enhancing campus engagement.

OZCR SRL, San Jose, Costa Rica

June 2020-January 2021

Marketing and Accounting Assistant

- Created high-quality promotional photography and videos for marketing campaigns, showcasing captivating product visuals and restaurant events to significantly boost customer engagement.
- Provided valuable support in data entry and financial accuracy, including entering invoices and reconciling accounts to ensure up-to-date financial information.

PROGRAMS

- Adobe Creative Cloud
- G-Suite
- Sony Ci
- Microsoft Office
- Jira
- Slack

LANGUAGES

- English (fluent)
- Spanish (fluent)
- Hindi (conversational)

ADDITIONAL INFORMATION

- **Interests:** Basketball, Soccer, Football
- **Hobbies:** Photography, Traveling
- **High School:** Country Day School, Costa Rica